

**Pengaruh Atribut Produk, Harga, Citra Merek dan Komunikasi dari  
Mulut ke Mulut (Word of Mouth) Terhadap Keputusan Pembelian  
(Studi Kasus Pada Konsumen Sepeda Motor Matic Honda Merek Beat  
di Kota Semarang)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mempelajari secara empirik pengaruh variabel atribut produk, harga, citra merek dan komunikasi dari mulut ke mulut terhadap keputusan pembelian. Penelitian ini dilakukan pada konsumen sepeda motor matic Honda merek Beat di Kota Semarang. Pengambilan sampel sebanyak 100 responden, dalam penelitian ini menggunakan sampel bertujuan (purposive sampling). sampel bertujuan (purposive sampling) yaitu teknik penentuan sampel berdasarkan atas pertimbangan tertentu yang sesuai dengan tujuan penelitian. Teknik analisis menggunakan Statistical Product and Service Solutions (SPSS) versi 20, dan Alat analisis yang digunakan dalam penelitian ini meliputi meliputi beberapa uji yaitu: uji validitas dan reliabilitas, uji asumsi klasik, uji hipotesis F (simultan) dan uji-t (parsial) serta uji determinasi ( $R^2$ ). Hasil analisis menggunakan regresi linier berganda dapat diketahui bahwa variabel atribut produk, harga, citra merek dan komunikasi dari mulut ke mulut berpengaruh positif terhadap keputusan pembelian konsumen Honda Beat di Kota Semarang. Secara bersama-sama atau simultan variabel independen berpengaruh signifikan terhadap variabel dependen. Secara parsial atribut produk, harga, citra merek dan komunikasi dari mulut ke mulut berpengaruh secara positif dan signifikan terhadap keputusan pembelian. Hasil analisis menggunakan koefisien determinasi diketahui bahwa 74,2% variabel keputusan pembelian dapat di jelaskan oleh atribut produk, harga, citra merek, dan komunikasi dari mulut ke mulut, sedangkan 25,8% di jelaskan oleh variabel lain yang tidak terdapat dalam penelitian ini.

Kata Kunci : Atribut produk, harga, citra merek dan komunikasi dari mulut ke mulut

**The Influence of Product Attribute, Prices, Brand Image and Communication by Word of Mouth (Word of Mouth) on Purchasing Decision (Case Study on Customer of Brand Honda Beat Matic Motorcycle in Semarang)**

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**ABSTRACT**

This research aims to study the empirical of influence variables in product attributes, price, brand image and communication by word of Mouth on purchasing decisions. The research was conducted a Motorcycle Honda matic customer brand Beat in Semarang city. Sampling as much as 100 respondents, in this research using a sample of aims (purposive sampling). Sample aims (purposive sampling), is the technique of determination of samples based on the consideration that is in accordance with the research objectives. Analysis techniques used Statistical Products and Service Solutions (SPSS) version 20, and analytical tools used in this research include some test: Such as validity and reliability test, classic assumption test, hypothesis and F test (simultan) and t-test (parcial) also determination test ( $R^2$ ). The results of the analysis used multiple linear regression that can be know that variables of product attributes, price, brand image and communication by word of mouth have an effect positive on customer purchasing decision of Honda Beat in Semarang city. Together the simultaneous or independent variable have effect significantly on the dependent variable. Partially product attributes, price, brand image and communication by word of mouth has effect positively and significantly on purchasing decision. The results of the analysis using the coefficient of determination is known that 74.2% variable purchasing decisions can be explained by the product attributes, price, brand image, and communication by word of mouth, where as 25.8% explained by other variable that are not in this research.

**Keyword** : Product attributes, price, brand image and communication by word of mouth